

Message Text

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PAGE 01 MANILA 05347 251039Z

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ACTION FSI-01

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UNCLAS MANILA 5347

E.O. 11652: N/A

TAGS: ECOM, RP

SUBJ: FSI: COMMERCIAL LOCALS U.S. TRAINING PROGRAM

REF: A. MANILA 4463; B. STATE 066617; C. MANILA 15173 OF

DECEMBER 27, 1974

1. RENATO CALLEJA, WHOM EMBASSY NOMINATED IN MANILA 4463 FOR SUBJECT PROGRAM HAS RECEIVED OFFER FROM PRIVATE INDUSTRY AT DOUBLE CURRENT SALARY WITH FRINGE BENEFITS INCLUDING COMPANY CAR. EMBOFFS HAVE ENCOURAGED CALLEJA TO MAKE DECISION ACCORDING HIS JUDGMENT OF BEST INTERESTS IN PERSONAL AND CAREER ADVANCEMENT. CALLEJA HAS THEREFORE ACCEPTED OFFER AND TENDERED RESIGNATION. WHILE EMBASSY RELUCTANT TO SEE HIM GO, ATTRACTIVE OFFER ATTESTS TO HIS ACHIEVEMENTS AND GROWTH AS MEMBER OF ACTIVE ECONOMIC/COMMERCIAL SECTION.

2. IN PLACE OF CALLEJA, EMBASSY NOMINATES PREVIOUS ALTERNATE MRS. CLEO A. LEDONIO WHO IS KNOWN TO WASHINGTON PARTICIPANTS AT RECENT TAIPEI CONFERENCE. MRS. LEDONIO IS OUR SENIOR LOCAL WHO HAS DEMONSTRATED SUPERIOR COMPETENCE IN MARKET RESEARCH AND IN ADS SERVICES. TRAINING WILL GIVE HER MUCH NEEDED KNOWLEDGE AND EXPERIENCE OF U.S. INDUSTRY, AND THUS ENABLE HER TO BECOME A MORE EFFECTIVE PROMOTER OF U.S. GOODS.

3. PARTICULARS ON MRS. LEDONIO FOLLOW--

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DATE OF BIRTH: [Sensitive Information Removed Per NARA 28 AUG 2013]

BIRTHPLACE: MANILA, PHILIPPINES

LANGUAGE: FLUENT IN ENGLISH.

ENTERED ONDUTY: JUNE 14, 1971

EDUCATIONAL BACKGROUND: BACHELOR OF ARTS DEGREE MAJOR IN

ENGLISH AND HISTORY. THREE YEARS OF LAW.

PREVIOUS WORK EXPERIENCE: PRACTICAL BUSINESS EXPERIENCE

IN ADVERTISING AND PETROLEUM MARKETING. DRAFTED
ADVERTISING AND SALES PROMOTION CAMPAIGNS FOR ESSO
PHILIPPINES' "FLIT" AND "GA-AS".

INDUSTRY INTEREST:

FOOD PROCESSING AND PACKAGING EQUIPMENT, LOGGING/
FORESTRY EQUIPMENT WITH EMPHASIS ON WOOD PROCESSING
EQUIPMENT AND SUPPLIES, POLLUTION CONTROL EQUIPMENT,
BUSINESS EQUIPMENT AND SYSTEMS.

OTHER INFORMATION:

DELEGATE, FIRST ASIAN CONGRESS OF EXECUTIVE SECRETARIES,
MANILA, PHILIPPINES, FEBRUARY 1974.

PARTICIPANT, FAR EAST REGIONAL TRAINING PROGRAM FOR
FSL EC/COM SPECIALISTS, TOKYO, JAPAN, MAY 1974.

FSL PANEL CHAIRPERSON, U.S. EC/COM OFFICERS CONFERENCE
ON EXPORT MARKETING MANAGEMENT, TAIPEI, JANUARY 1975.
RECTOR SCHOLAR, UNIVERSITY OF SANTO TOMAS COLLEGE OF
LAW, 1966-1968.

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